How major sporting events can make a difference for Germany

Munich, 12th of November 2026. Major sporting events attract international attention, open up economic prospects and offer opportunities to develop sport in a sustainable way. With the 2027 IIHF Ice Hockey World Championship, Germany is set to host one of the major sporting highlights of the coming year. SPORT BRAND MEDIA will demonstrate the impact and legacy that such an event can have beyond the event itself, and how a sporting event can generate long-term added value for fans, brands, the media and host regions. On 30th of November and 1st of December, the economic, social and strategic potential of major sporting events will be examined in depth.

The Home World Championship as a catalyst for sport and the sports business

The opening match of the 2027 IIHF Ice Hockey World Championship between Germany and Switzerland, played in front of more than 60,000 fans at Schalke, will be a special highlight for the sport. As an international showcase for German ice hockey, the World Championship offers the chance to reach new target groups, strengthen partnerships and provide lasting impetus. Under the title “2027 Home World Championship: More than 17 Days of Ice Hockey”, Claus Gröbner, Managing Director of IIHF IceHockeyWM2027, Frank H. Lutz, CEO and Chairman of the German Ice Hockey Federation, and Matthias Pietza, Managing Director of Infront, will discuss the tournament’s prospects and new opportunities for sponsorship, broadcasting and digital communication.

The forum on the Ice Hockey World Championship in Germany, presented by Infront, will be rounded off by a presentation from the B2B group Sika on its involvement, as well as a panel discussion with Sporteurope TV and Seven. One Entertainment Group on media broadcasting and content strategy.

The value of major sporting events

The value of a sporting event is not measured solely by spectator numbers and reach. Value creation, international visibility and social benefits are also part of the overall picture. This is precisely where the ‘Impact & Legacy’ forum comes in. At the congress, EBP will demonstrate how the impact of sporting events can be reliably measured and how their long-term effects can be substantiated.

Strong event brands and sustainable prospects

A range of other formats demonstrate how major sporting events can develop their own identity, reach different target audiences and have a long-term impact. The focus is on positioning as a strong event brand, new target audiences and the question of how major sporting events can be developed in a way that is economically viable and successful beyond the competition itself.

The SailGP in Sassnitz in 2026 served as a prime example of such effective collaboration between the host region, the league, the team and partners. Niko Hocke, CEO of NIYU, and Denis Steffens, Head of Commercial Partnerships & Marketing for the Germany SailGP Team, provide insights into the organisation and marketing of the format, as well as its prospects beyond 2027.

With the 2029 World Games in Karlsruhe, the second-largest multi-sport event after the Olympic Games is coming to Germany.

Around 4,000 athletes will be competing across 36 sports and disciplines. How will the host city, Karlsruhe, take centre stage? How does a multi-sport event forge its own identity, and what opportunities does this present for partners and sponsors? Purna Stransky, Head of Marketing, Sponsorship & Events at The World Games 2029 Karlsruhe, provides the answers.

The Rhythmic Gymnastics World Championships delivered gold medals in front of a home crowd, spine-tingling moments and a world-class production. Around 350 gymnasts from over 70 countries competed in Frankfurt's sold-out Festhalle.

The concept behind the Finals brings together the German Championships in various sports. Following this year's host city, Hanover, it will be Stuttgart's turn in 2027. Discussions are underway regarding funding and the appeal of the concept for sponsors and the host city.

Florian Kurz, a member of the Board of Directors of the ESB Marketing Network, comments: "The various programme items at SPORT BRAND MEDIA highlight that the success of a major sporting event is not determined solely by the days of competition. What matters is how organisers, sports organisations, partners and regions translate international attention into a lasting impact, thereby creating new opportunities for sport. Conference participants can look forward to some fascinating insights on this topic."

SPORT BRAND MEDIA will take place on 30th of November and 1st of December 2026 at the "House of Sports" in Munich's Werksviertel district.

More information and registration: www.sportmarkemedien.com

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